A Study of Employee motivation practices in selected food chains outlets in Western Uttar Pradesh

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INTRODUCTION

The origin of fast food can be traced back to the early 20th century when the first fast food restaurants began to appear in U.S. These early establishments were typically small, family- owned business that served simple meals like hot dogs & hamburgers.

The rise of the automobile culture, during fast food made it's easier for people to travel and eat out. Fast food outlets responded to this demand by working on this operations & offering quick, inexpensive meals that could be eaten on the go.

One of the most successful outlets of this era was Mc Donald's which was found in 1940 by two brothers, Richard and Maurice McDonald. This success of McDonald led to the speedy increase in demand and franchise across the country & around the world. Rise in fast food industry gave a boost.

With the view of achieving the goal of organizations who put endless effect to give a company decision into action are employees, who are the key driving force of any organization. Several studies have been done with claims the nature of work in fast food industry is dehumanizing and rough.

Employee competences is affected by the employee turnover which is caused by the lack of employee training . The main reason that has been recorded for job satisfaction of an employee is his/her income. Employee needs a good

working condition to be comfortable in the workplace that is working environment and co-operate coworker that gives a feeling of a turn job. When the employees while be satisfied and motivated then they will provide good quality and good customer service . Unsatisfied workers will result in high absence , low quality outputs and high rate of employee turnover. Thus, job satisfaction is an importance factors in the fast food.

In U.S economic growth fast food industry have contributed nationally a lot. However, the many concern of many fast food manager was snowballing employee turnover rates. Involving increased direct or indirect prices, employee income is both disruptive and costly employees. Many fast food managers to knowledge the hardship of replacing the quitters was because of the increase number of voluntary withdrawals. The things thatdiscourages highly skilled workers from applying for vacant position in fast food industry was popular for having low skilledlabour.

OBJECTIVE OF RESEARCH

1. Find out the factors which affect the employee motivation and help full for organizational growth.
2. To identify the factors helpful for employee's motivation and performance in the fast food industry .

3. To examine the effect of motivation and job satisfaction at workplace .
4. To analyze the workmen participation in decision making.

REWIEW OF LITERATURE

The literature review observes topics including Herzberg's (1959, 1974) motivation-hygiene theory consisted with the primary hypothetical outline for the study. Maslow's (1943) hierarchy of needs & the Hackman and Oldhams' (1976) job characteristics model, including strengths, limitations, & weaknesses of other theories, and the reasons why Herzberg's motivation-hygiene theory was the priority theoretical framework. Further topics include the psychometrical scales such as Job Satisfaction Scales (JSS) & Job Descriptive Index (JDI), including their recognized reliability & validity properties that were used as a guide for choosing the right scale for this study. The other parts of the literature review contain the variables used for the study such as job satisfaction independent variables too job dissatisfaction independent variables, & the dependent variable turnover intentions. The job satisfaction independent variables were (1) achievement, (2) recognition, (3) responsibility, (4) work-itself, and (5) advancement and growth (Herzberg, 1974; Herzberg et al., 1959). The job dissatisfaction independent variables were (1) company

policy (2) supervision (3) interpersonal relationships (4) working conditions , (5) salary (Herzberg, 1974; Herzberg et al., 1959). Each variable tracked in this study had new support from different fields of research to support the relationship between variables. Other associated topics described in this section are employee turnover, causes of income, and implications of the turnover, employee engagement, commitment, & employee retention.

Herzberg investigated the question: “what do people want from their jobs?” (Swanepoel *et al.*, 2003). There are different variables that can make people feel either good or bad about their jobs. These aspects were indicated by Herzberg as intrinsic and extrinsic factors, which is where the name two factors theories originated from. The intrinsic factors include advancement, recognition, responsibility and achievement, while the extrinsic factors comprise of status, security, company policy, administration, remuneration, supervision, and interpersonal relations, which are referred to by Herzberg as “hygiene” factors. These latter factors do not motivate employees, although they should be present in the work place to placard them. Employees are motivated by internal values rather than external values.

Hence, motivation should be internally generated through those intrinsic factors, which are known as “motivators”. Swanepoel et al remark that job satisfaction is a function of challenging, stimulating activities or work content called the variable of motivators, while job dissatisfaction is a function of the job context called the hygiene factors. Herzberg believed that the opposite of “satisfaction” is “no satisfaction”, and the opposite of “dissatisfaction” is “no dissatisfaction” and, therefore, by removing the

dissatisfaction from a job will not make the job satisfying (Robbins &Judge, 2009). Managers who seek to remove those factors that lead to job dissatisfaction may bring about peace, but not motivation. Hence, instead of motivating their own workforce, may end up placating them. Herzberg suggested pay and working conditions as part of the hygiene factors that could nullify the inspiring effects of satisfiers such as promotion, prospects, recognition, and personal growth". Therefore, fast food outlets should not rely only on monetary incentives in terms of satisfying their employees, since money alone will not improve employees' satisfaction and up presentation. Therefore, there is a need to complement essential with extrinsic motivation elements, in order to achieve organizational effectiveness and employee commitment.

Advancement and growth refer to learning new things to enhance (on the job training) employee's competence (Herzberg et al., 1959). Advancement and growth can achieve by training. Employees with proper and sufficient training are competent to do the assigned job. Herzberg et al. assert with proper and effective training, employees can grow and advance their career. Salary and relationship with employees are hygiene factors or job dissatisfaction factors (Herzberg et al., 1959). Lumadi (2014) used the theory of Herzberg's (1959) motivation-hygiene theory for the exploration of factors that promote dissatisfaction for many teachers to implement the new school curriculum. Lumadi (2014) found some factors that influence employee job displeasure such as job security, training, job responsibility, and curriculum transformation process. Lumadi (2014) added that empowering employees can promote new effective school curriculum.

Research findings include the suggestion that employees must have an active participation in school transformation process including in decision-making (Lumadi, 2014).

RESEARCH METHODOLOGY

This refer to collection the data and information because to analyzed the problem statement will be made. It will collecting the data by the way of interview, survey , newspaper, books etc

1. Primary data is data which are collected by the personal survey on employee and researcher will be collected by the sole of his study of problem statement . Primary data will collected by questionnaires, interview or observation etc.

2. Secondary data refer to the data which already collecting by the researcher. This data help to know the problem statements . Secondary data will be collecting by jourals, article, books, organization etc

This study focus on the wester Uttar Pradesh fast food outlets. The research will be used a combination of the qualitative & quantitative methods, which also referred to the triangulation. A total of 251 questionnaires will be distributed to the 251-sample selected, out of which 210 of them responded. The sample are distributed all the staff member that have three month of working experience in the fast food industry . This study will be used five point Likert scale in questionnaires, the questionnaire will be used semi- structured , open ended, face -to-face interview conducted by the employee. When that factors are influencing the employees motivation,(1) Compensation policy, (2) career planning, (3) recognition, (4) promotion strategies, (5) work-life balance, (6) Work environment.

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